

The 4th Annual European

# DATA ECONOMY CONFERENCE

Delivering a Modern & European Approach  
to Data Governance

9 November 2022

Brussels & Online

## CONTACT

Anne-Lise Simon,  
anne-lise.simon@forum-europe.com,  
+44 (0) 2920 783 028

[www.dataeconomy-conference.eu](http://www.dataeconomy-conference.eu)

#DataEconomyEU

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**PLEASE NOTE:** The list of packages described in this brochure are by no means exhaustive and are meant only as a guide to the possible sponsorship and brand building opportunities that are available at this event. If you have any specific requirements that you feel are not covered by the packages available, then please do not hesitate to get in touch. We are always available to help you identify the options that suit your budget while maximizing your value and visibility at the conference, and if necessary, our marketing team can work with you to create innovative sponsorship packages tailored to the exact needs of you and your organization.



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## Introduction

While the potential of data as a driver for economic growth, innovation, productivity, and competitiveness is well recognised, data generation, access, and sharing remain stunted in Europe, and work remains to unleash the full potential of data-enabled technologies and services. Legal and technical issues combined with a lack of trust, create barriers to data sharing within and across sectors in Europe, undermining the digital transformation of industries and the public sector, as well as hindering the deployment of disruptive, data-powered technologies, such as Artificial Intelligence. To tackle these issues, several major interlinked regulatory initiatives have emerged at EU level focussed on data availability, quality, usability, governance, sharing, and interoperability, and the associated necessary supporting infrastructure. This conference will explore the extent to which these policy initiatives (The Data Act, The Data Governance Act, rules to create Common Data Spaces) along with the development of innovative business services and solutions to address the underutilisation of data at EU level, will unlock the creation of new business models. Highlighting the possibilities and the existing constraints of data sharing through concrete use cases, it will discuss what more is needed at both regulatory and practical levels to meet the data governance and sovereignty requirements necessary to stimulate a thriving, fair and competitive single market for data that is developed with European values at its heart, while supporting the digital transformation of Europe in line with the 2030 Digital Decade ambitions.



## Why sponsor the The 4th Annual European Data Economy Conference?

- › **Exclusive speaking positions** | Your organisation can contribute to the discussion
- › **Engaging and Interactive format** | Engage in a fully immersive and interactive debate with decision makers, businesses and policymakers.
- › **EU and global outreach** | Convey your message to a broad and international audience
- › **Networking opportunities** | Connect with your fellow attendees during coffee and lunch breaks throughout the event
- › **Visibility Opportunities** | Ensure maximum visibility through branding on the event website and marketing activities
- › **Exhibition and demos area** | Showcase your products and solutions or share a position paper with the audience

There are various sponsorship packages available for the event, to offer optimum exposure for all budgets available. These range from higher-end sponsorship packages giving an exclusive speaking position and priority branding, down to lower cost branding that still provides high visibility and a great value opportunity to raise your profile among the leading decision makers in this sector.

**ForumEurope**

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## Previous speakers

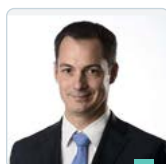
Past speakers at Forum Europe events on Data and Tech issues have included:



**Thierry Breton**  
Commissioner for Internal Market,  
European Commission



**Mariya Gabriel**  
European Commissioner for  
Innovation and Youth,  
European Commission



**Alexander De Croo**  
Deputy Prime Minister  
and Minister for the Digital Agenda,  
Belgium



**Karel Havlicek**  
Deputy Prime Minister  
and Minister of Industry and Trade,  
Czech Republic



**Cédric O**  
Secretary of State for the Digital Transition  
and Electronic Communications,  
Republic of France



**Dorothee Bär**  
Minister of State for Digitalisation,  
Federal Chancellor,  
Federal Republic of Germany



**Pedro Siza Vieira**  
Minister of State for the Economy  
and the Digital Transition,  
Portugal



**Carme Artigas**  
Secretary of State  
for Digitalization and AI,  
Government of Spain



**Roberto Viola**  
Director General,  
DG CONNECT,  
European Commission



**Gertrud Ingestad**  
Director-General, DG DIGIT,  
European Commission



**Marten Kaveats**  
Chief Innovation Officer,  
Government Office of Estonia



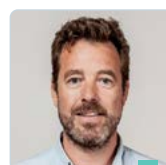
**Reinhard Posch**  
Chief Information Officer,  
Austrian Federal Government



**Maria Rautavirta**  
Director,  
Data Business Unit at Data  
Department, Ministry of Transport and  
Communications,  
Finland



**Theo Blackwell**  
Chief Digital Officer  
for the Mayor of London



**Michael Donaldson**  
Chief Technology Officer,  
City of Barcelona



**Yvo Volman**  
Director,  
Data, DG CONNECT,  
European Commission



**Lucilla Soli**  
Director of Artificial Intelligence and  
Digital Industry, DG CONNECT  
European Commission



**Pearse O'Donohue**  
Director,  
Future Networks, DG CONNECT,  
European Commission



**Dragoș Tudorache**  
MEP, Chair of the AIDA Committee,  
European Parliament



**Eva Maydell**  
MEP,  
European Parliament



**Miapetra Kumpula Natri**  
MEP,  
European Parliament



**Pilar del Castillo Vera**  
MEP,  
European Parliament



**Brando Benifei**  
MEP,  
European Parliament



**Prof. Dr. Boris Otto**  
Member of the Interim Management  
Team and Acting Interim CTO,  
GAIA-X Project



**Meriem Riadi**  
Group Chief Digital Officer,  
Suez

\*Positions and organisations at time of contribution

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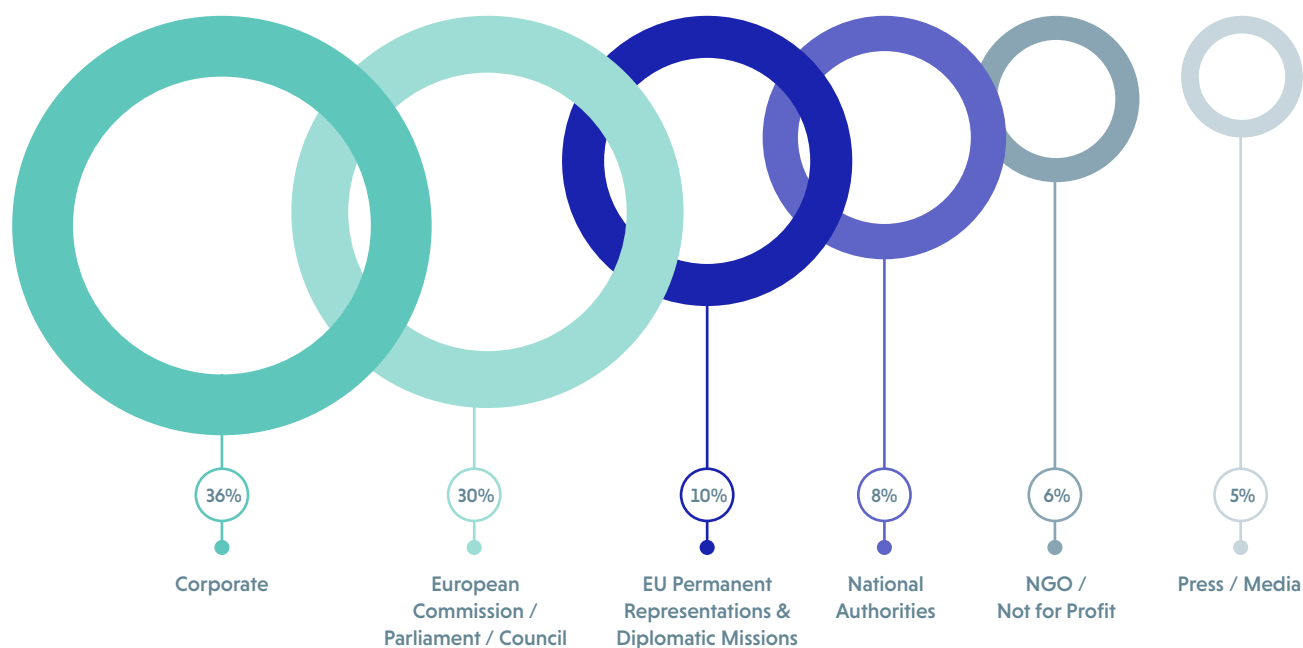
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## Previous Sponsors & Statistics

Previous sponsors at Forum Europe events have included:



Typical demographic of an audience at a Forum Europe event



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## Sponsorship Packages - Platinum

### Platinum Package

€15,000

- Speaking position for a company representative during one of the main plenary sessions;
- Opportunity to offer an additional speaking position to a customer / partner company during one of the sessions
- 5 guaranteed and complementary delegate places for company representatives or guests to attend the main conference (please note: in case of restrictions in place on the number of attendees who can attend events, you will be in the priority group to receive delegate places, alongside speakers, policymakers / regulators and other sponsor organisations);
- Inclusion of your organization logo as a 'platinum sponsor' across all pre-event and event day materials, including:
  - [Conference website \(with link to your website\)](#)
  - All marketing emails
  - Event day banners and stage backdrop at the conference venue
  - On all post event materials, including recorded version of all sessions
- Inclusion of company materials in delegate e-packs, which are distributed to all delegates prior to arrival;
- Opportunity to take an exhibition booth to showcase your products and solutions or share a position paper with the audience;
- Opportunity to provide a short (2 minute) promotional video to be shown on the main stage during breaks and immediately before the start of the main session. This will be in rotation with other sponsor videos;
- Advance access (1 week before the event) to the list of attendees who will be participating;
- 2 places at the pre-conference VIP and speaker networking dinner (including speaker) – if organised.

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## Sponsorship Packages - Gold

### Gold Package

€12,000

- Speaking position for a company representative to participate during one of the main plenary sessions;
- 3 guaranteed and complementary delegate places for company representatives or guests to attend the main conference (please note: in case of restrictions on the number of attendees who can attend events, you will be in the priority group to receive delegate places, alongside speakers, policymakers / regulators and other sponsor organisations);
- Inclusion of your organisation logo as a 'Gold sponsor' across all pre-event and event day materials (both on the virtual platform and the physical venue), including:
  - Conference website (with link to your website)
  - All marketing emails
  - Event day banners and stage backdrop at the conference venue
  - On all post event materials
- Inclusion of company materials in delegate e-packs, which are distributed to all delegates prior to arrival;
- Opportunity to take an exhibition booth to showcase your products and solutions or share a position paper with the audience;
- Advance access (1 week before the event) to the list of attendees who will be participating both in-person and virtually;
- 2 places at the pre-conference networking dinner (including speaker) – if organised.



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## Sponsorship Packages - Silver

### Silver Package

€8,000

- 2 guaranteed and complementary delegate places for company representatives or guests to attend the main conference (please note: in case of restrictions in place on the number of attendees who can attend events, you will be in the priority group to receive delegate places, alongside speakers, policymakers / regulators and other sponsor organizations);
- Inclusion of your organisation logo as a 'Silver sponsor' across all pre-event and event day material, including:
  - Conference website (with link to your website)
  - All marketing emails
  - Event day banners and stage backdrop at the conference venue
  - On all post event materials, including recorded version of all sessions
- Inclusion of company materials in delegate e-packs, which are distributed to all delegates prior arrival;
- Opportunity to take an exhibition booth to showcase your products and solutions or share a position paper with the audience;
- Advance access (1 week before the event) to the list of attendees who will be participating both in-person and virtually;
- 1 place at the pre-conference VIP and speaker networking dinner – if organised.



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## Catering Packages

### Exclusive Sponsorship of VIP & Speaker dinner

€10,000

We are pleased to offer the opportunity for an organisation to sponsor and host a pre-conference networking dinner. All speakers, highlevel guests and senior policymakers who are participating at the event in-person meet for a 3-course sit-down dinner, which will include time for informal networking and a room-wide discussion on issues relating to the conference topics.

- › Your organisation seen as the exclusive 'host' for the dinner;
- › Three-course dinner for conference speakers and invited guests;
- › The opportunity for a representative from your organisation to introduce the dinner and lead the discussion;
- › Opportunity to provide input in the guest-list and dinner seating plan;
- › Exclusive branding at the dinner venue on banners and menu cards;
- › 3 places at the dinner reserved for your representatives or guests;
- › 1 guaranteed and complementary delegate place for an organisation representative to attend the main conference.

### Sponsorship of Cocktail Reception

€7,000

The Networking Reception will be opened to all attendees to join. The setting will be informal and relaxed, providing the opportunity to network and meet over drinks and canapés.

- › Your organisation seen as the exclusive 'host' of the cocktail reception;
- › Exclusive branding at the reception venue on a banner;
- › The opportunity for a representative from your organisation to give welcome address;
- › 3 places at the reception reserved for your representatives and guests;
- › 1 guaranteed and complementary delegate place for an organisation representative to attend the main conference.

### Exclusive Sponsorship of conference refreshments

€5,000

- › Corporate identity displayed in the refreshments area during coffee break;
- › Opportunity to include branded items such as napkins, chocolates, or biscuits for instance (to be provided by sponsor and subject to venue terms and conditions);
- › 1 complementary delegate place.

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## Product Sponsorship

As well as the main Sponsorship Packages, there are also a range of product based branding opportunities available with Forum Europe. These have been chosen specifically for their ease of production and value beyond the event itself. The list below is by no means exhaustive and our marketing team will be happy to work with you to create innovative sponsorship packages tailored to the needs of you and your company.



### Hand Sanitiser sponsorship €1,800

- › Company logo in full color printed on individual hand sanitiser bottles distributed to all attendees on their arrival at the venue. Cost of production is included.
- › Recognition on exclusive "Thank you for helping to keep us safe" signage at event.



### Sponsorship of lanyards €2000 + cost of production

- › Company logo printed in full color on all lanyards.
- › Option of having the lanyard production organized by Forum Europe (production costs to be covered by your organization) or to provide the lanyards yourself.
- › Lanyards are distributed to all in-person delegates on arrival at the conference and worn at all times, ensuring high visibility of your brand throughout the event.



### Sponsorship of conference badges €1,500

- › Company logo printed in full color on all delegate badges.
- › Badges are distributed to all in-person delegates on arrival at the conference and worn at all times, ensuring high visibility of your brand throughout the event.

**Please note: joint sponsorship of both lanyards and badges is available at the discounted rate of €3,000.**